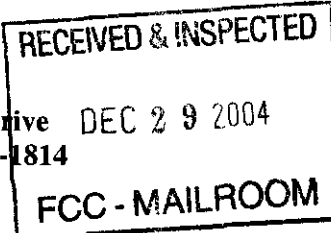


DOCKET FILE COPY ORIGINAL

From: Bradlee J Beer

4414 Castle Gate Drive
Dayton, OH 45432-1814



Original and 4 copies to:
Federal Communications Commission
Office Of The Secretary
445 Twelfth Street, SW
TW-A325
Washington, DC 20554

Copy to:
Mark Lipp
Counsel for R. Plessinger
Scott, Woodworth, Vincent & Elkins, LLP
1455 Pennsylvania Ave. NW, Suite 600
Washington, DC 20004

Copy to:
Coe W Ramsey
Counsel for Dreamcatcher Communications
Brooks, Pierce, McLendon, Humphrey &
Leonard, LLP
P.O. Box 1800
Raleigh, NC 27602

Copy to:
Harry Martin
Counsel, Balough Broadcasting
Fletcher, Heald & Hildreth, PLC
1300 N 17 St, 11th Floor
Arlington, VA 22209

Comment to MB Docket # 04-411, RM-11096

1. I oppose this Petition for Rule Making. I believe this proposal is not in the public interest.
2. The petitioners point out that Oxford, Ohio will retain a local service, WMUB-FM. What must be considered is that WMUB-FM is a non-commercial station, prohibited from running advertising. The Oxford business community will be deprived of its only local radio advertising outlet. The remaining commercial FM stations which put a strong signal over Oxford are all Class B stations licensed to much larger communities, not a cost-effective alternative for an advertiser wishing to target Oxford residents.
3. The petitioners also go to great lengths to explain away this migration of WOXY-FM from a rural to an urbanized area. All of Cincinnati's suburbs, to include Mason, are very well served by several dozen radio stations. In an effort to show Mason's independence of the central city, they point out that:

Mason is an incorporated city located in Warren County with a 2000 U.S. Census population of 22,016 persons. Balogh Broadcasting states that Mason has its own local government and elected officials, schools, library, police and fire protection, health services, churches and numerous commercial establishments. Mason also has a weekly newspaper, Pulse-Journal. Mason has also its own zip code (45040) and the U.S. Postal Service maintains five post offices in this community.

While the above statement is true, it is also true of every one of several dozen Cincinnati suburbs. Do they all deserve their own radio station? Does the Cincinnati metropolis need another radio station at the expense of Oxford, a small city surrounded by farmland?

4. I believe that clearly the reason WOXY-FM proposes this move is to increase the value of its station, and increase its potential advertising revenue. Mason, Ohio was selected as the closest community to Cincinnati where the 97.7 MHz signal could go, yet meet spacing requirements with other broadcasters. The 1.0 uv/m contour would encompass nearly a half million more people than served by the current Oxford facilities. Would WOXY-FM ignore all those potential listeners, stating that only those in Mason are allowed to listen? WOXY-FM would become another Cincinnati area station, contrary to the FCC's initiative promoting localism in broadcasting.

Sincerely,



Bradlee J. Beer